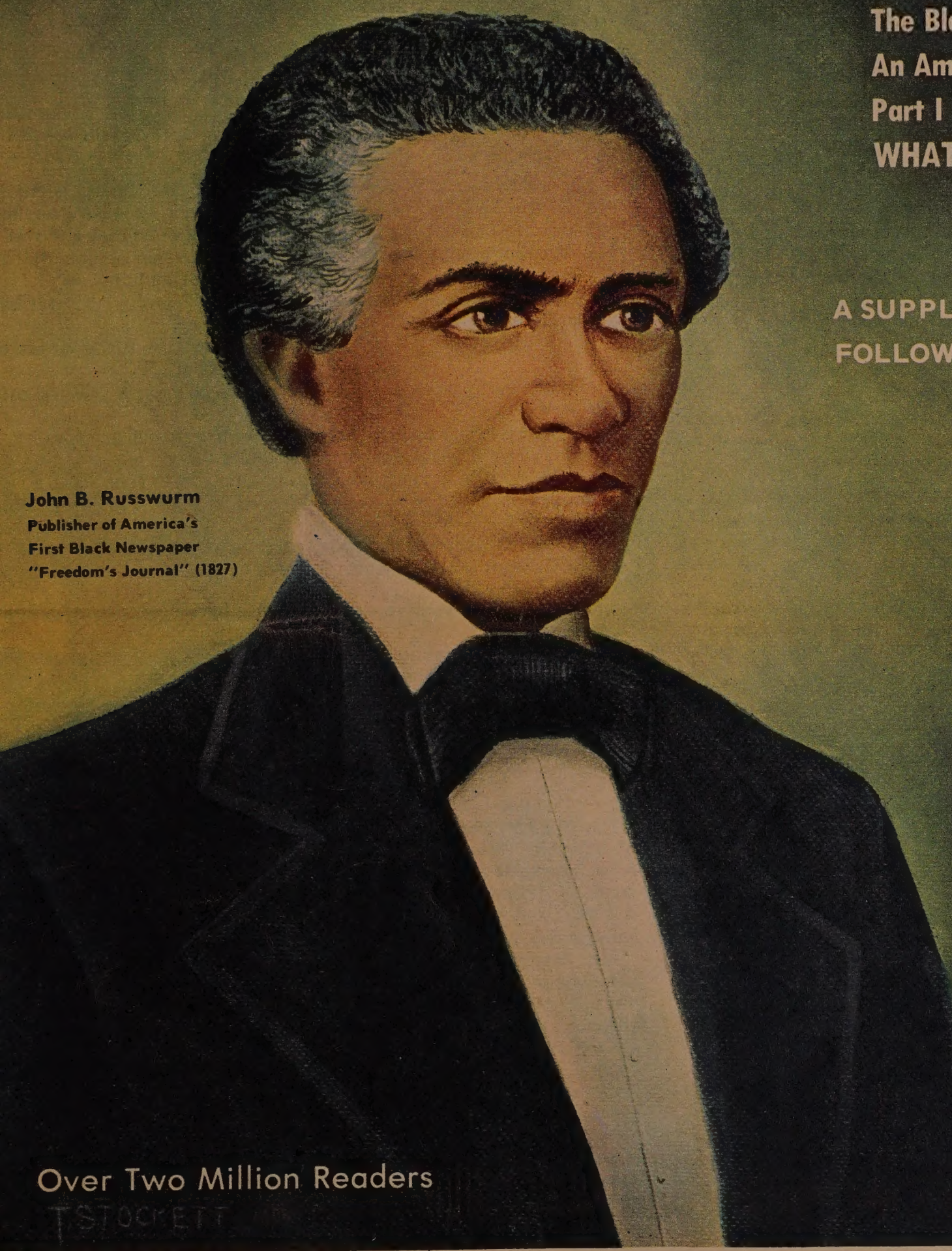
DAWN MAGAZINE

January-February 1974

"A New Day For Black Americans"



John B. Russwurm
Publisher of America's First Black Newspaper "Freedom's Journal" (1827)

Over Two Million Readers

In this issue . . .

The Black Press . . .
An American Institution
Part I

WHAT'S IN STORE FOR '74

A SUPPLEMENT TO THE FOLLOWING NEWSPAPERS:

Afro-American (National)
Baltimore Afro-American
New Jersey Afro-American
Richmond Afro-American
Washington Afro-American
Cincinnati Call and Post
Cleveland Call and Post
Columbus Call and Post
Berkeley Post
Los Angeles Sentinel
Oakland Post
Pasadena Post
Richmond Post
San Francisco Post
Seaside Post
El Mundo Post
Alexandria News Leader
Baton Rouge News Leader
Lafayette News Leader
Lake Charles News Leader
Monroe News Leader
Natchez News Leader
Amsterdam News
Atlanta Voice
Augusta News-Review
Shreveport Sun
Charlotte Post
Indiana Herald
Jackson Advocate
Mobile Beacon
The Facts, Seattle
St. Louis Sentinel
Albany Times
Houston Forward Times
The Dallas Weekly

MOBY DICK PREDICTS

Energy Shortage Will Bring Big Baby Crop

We are nearing the end of the long illness of patriotism in this country, which has been on its deathbed for years. In a few months the loss of face and agony over our national image will be purged in a great act of courage. Americans will be holding our heads high as we have not done for a long time.

Look for a big baby crop in October as the energy shortage sends people to bed early, and the old-fashioned way of keeping warm returns to popularity. It's a sexy month.

There is a religious revival on tap as the comet becomes easily visible in the sunset and evening skies. Fanatics of many brands are exploiting the comet as a harbinger of Judgement Day. If you could package the baloney it would end the meat shortage. There will be a lot of interest in astrology, too, and in ghosties and goblins, long-leggedy beasties and things to go boomp in the night.

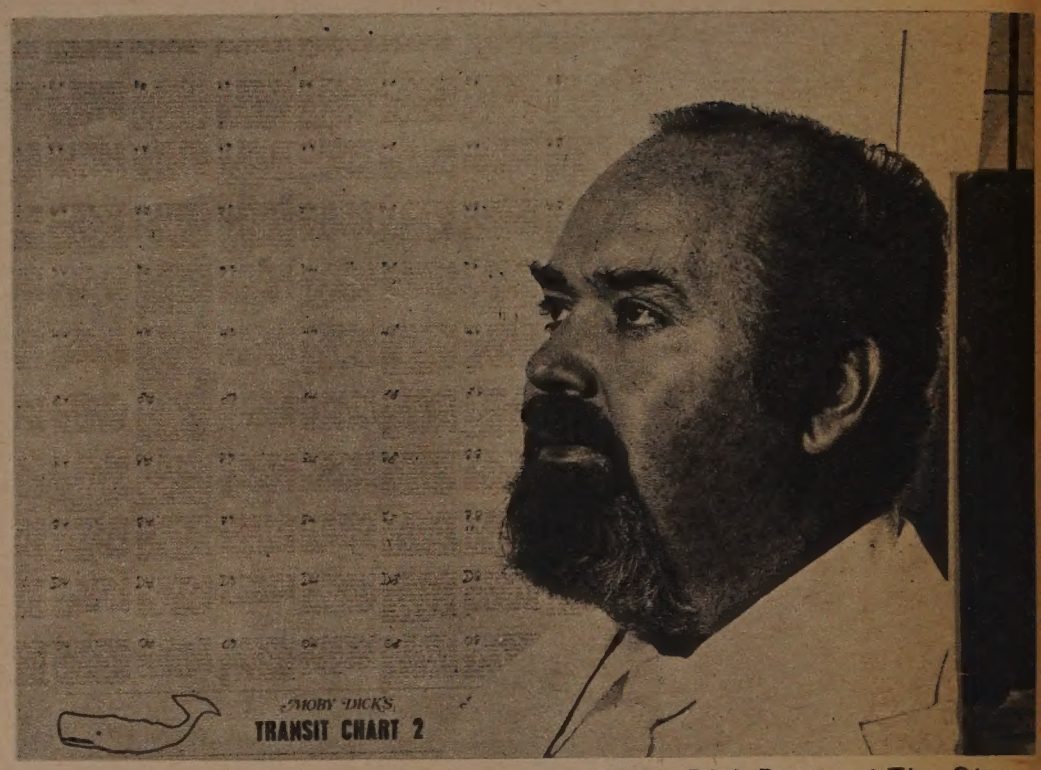
A lot of the news in January and early February concerns business and the stock market. If you have any money in there, better get out while you can. If you really enjoy cliffwalking, the edge of the cliff is June 24th and the bottom is in October.

February 9th and 27th are good business days. Close your deals and open your new enterprises on those days.

Later in these months the headlines will be full of labor and employment-unemployment news. Newspaper strikes are especially likely, but radio and TV unions may also act up.

Between strikes and fuel shortages, transportation is going to be all bollixed up. Mail will be even slower, and some cities won't recover from the Christmas rush until well into the New Year. Shortages of absolutely everything will develop locally because of the distribution breakdown.

January and February are disastrous months for President Nixon, worse than last July and August. More skeletons come spilling out of the White House closets. The 28th is a focal point. His worse day will be very near this time.



Moby Dick Peeps at The Stars, Sees More Trouble For Nixon.

February 15th to 20th is love country. Well, all right, sex is more like it. The love affairs that started on the 15th and especially on the 19th won't last long, but you'll be ready for a rest when they are over. Two accident-prone days — the 15th and 17th — you better watch out. That kind of accident you live with the rest of your life.

For ARIES people, this is a good business month, and great for friendship.

TAURUS should travel, especially for education. Business picks up.

GEMINI is having a sexy month for a change, but you'll cry tomorrow.

CANCER is into politics and club work till the romance starts.

LEO will find this a great month for work and doctoring.

VIRGO is having fun, but the kids take up a lot of your time.

LIBRA is at a career peak and getting a last chance. Go for broke.

SCORPIO will be calling and corresponding all over. Visit home.

SAGITTARIUS, this is your money month. Spend some of it on learning.

CAPRICORN, your reputation is at stake, and the rewards are substantial.

AQUARIUS, nothing works out right except spiritual activity 'til the 20th.

PISCES. Make friends and plans until the 20th, then develop your psychic abilities.

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The Cover

The striking color oil painting of John B. Russwurm which dons the cover of DAWN was done by Thomas A. Stockett, AFRO-AMERICAN Newspapers artist.

Mr. Stockett, a native Baltimorean, has been active in the field of art since his early childhood, and has been doing art work for the AFRO for 17 years.

He has won numerous prizes for his art work, including second prize in the National Newspaper Publishers Association cartoon contest in 1964.

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Vol. 2 No. 2
. . . a new day for Black Americans
Published by
The AFRO-AMERICAN COMPANY, INC.
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Art Carter, Editor
Kenneth O. Wilson, V.P. Advertising
Percell L. Johnson, Jr.
N. Y. Resident Agent
110 E 37 St., N Y 10016

Go to the head of the class.

Old Grand-Dad.
Head of the Bourbon Family.

Kentucky Straight Bourbon Whiskeys. 86 proof and 100 proof Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

Black Press Heard Around Nation

VERNON JORDAN
Executive Director
National Urban League

Millions Depend Upon Black Press

By Vernon E. Jordan Jr.
Executive Director
National Urban League

The Black Press in the 70's faces, along with all black people, a time of testing. That fruitful period of social reform and advancement of black citizens' rights we have called the Second Reconstruction seems ended, although it is as unfinished as the First Reconstruction of over a century ago.

In times such as these there can be no substitute for a dynamic, free press that exposes inequities and educates its readers.

It was the Black Press that led the fight against lynching, against police brutality, against employment discrimination and for desegregation of schools and universities long before these causes were even thought of by white publishers and editors.

The role of the Black Press in this new era of struggle continues to be crucial. It bears the major burdens of the effort to educate the black public to new issues. It will have to explain what revenue sharing is, what the local process in deciding expenditures of funds will be, where the local power-levers are and how they can be moved, and what the black community must do to get its fair share of the funds.

It is upon that basic institution of a free black press that the hopes of millions of our black brothers and sisters will rest in this crucial decade of the 70's.

The Black Press has its newspapers all over the country, stretching North, South, East and West.

One of the biggest is the New York Amsterdam News, now published by a group headed by Attorney Clarence B. Jones. The Amsterdam News was founded in 1909 by James H. Anderson, who sold it to Dr. C. B. Powell and Dr. Phillip Savory in 1936. Dr. Savory died in 1965, and Dr. Powell ran it until 1971 when it was purchased by the current publishers.

Forward Times

Mrs. Lenora Carter publishes the Houston Forward Times in Houston. She is the widow of the Forward Times' founder, Julius Carter, who died 11 years ago. Mrs. Carter took over at her husband's death and has continued the Forward Times on a path of growth and progress.

Also published in Houston is the Houston Informer and Texas Freeman, which was founded in 1893. The Informer was published by the late Carter Wesley from 1930 until his death, in 1960, and later by his widow until her death in September, 1973. The present publisher is Dr. James C. Watson.

St. Louis Argus

In St. Louis, the St. Louis Argus, founded in 1912 by J. E. Mitchell and William Mitchell, is one of the nation's most prominent members of the Black Press.

Eugene N. Mitchell, M.D., the present publisher of the Argus, sees the Black Press entering "a golden era." Dr. Mitchell says "The Black Press with the capacity and desire to lead and to grow" has a bright future as no other press "has fought for or given a true picture of the Black Experience."

Dr. Mitchell declares "White America has as much to gain from the fulfillment of the dream of Democracy and Brotherhood as does Black America. That message must be brought in all its truth to government, industry and the communications media, and bringing it will be the major thrust of The Black Press. We are still a protest media for there is much to be protested."

Founded In 1884

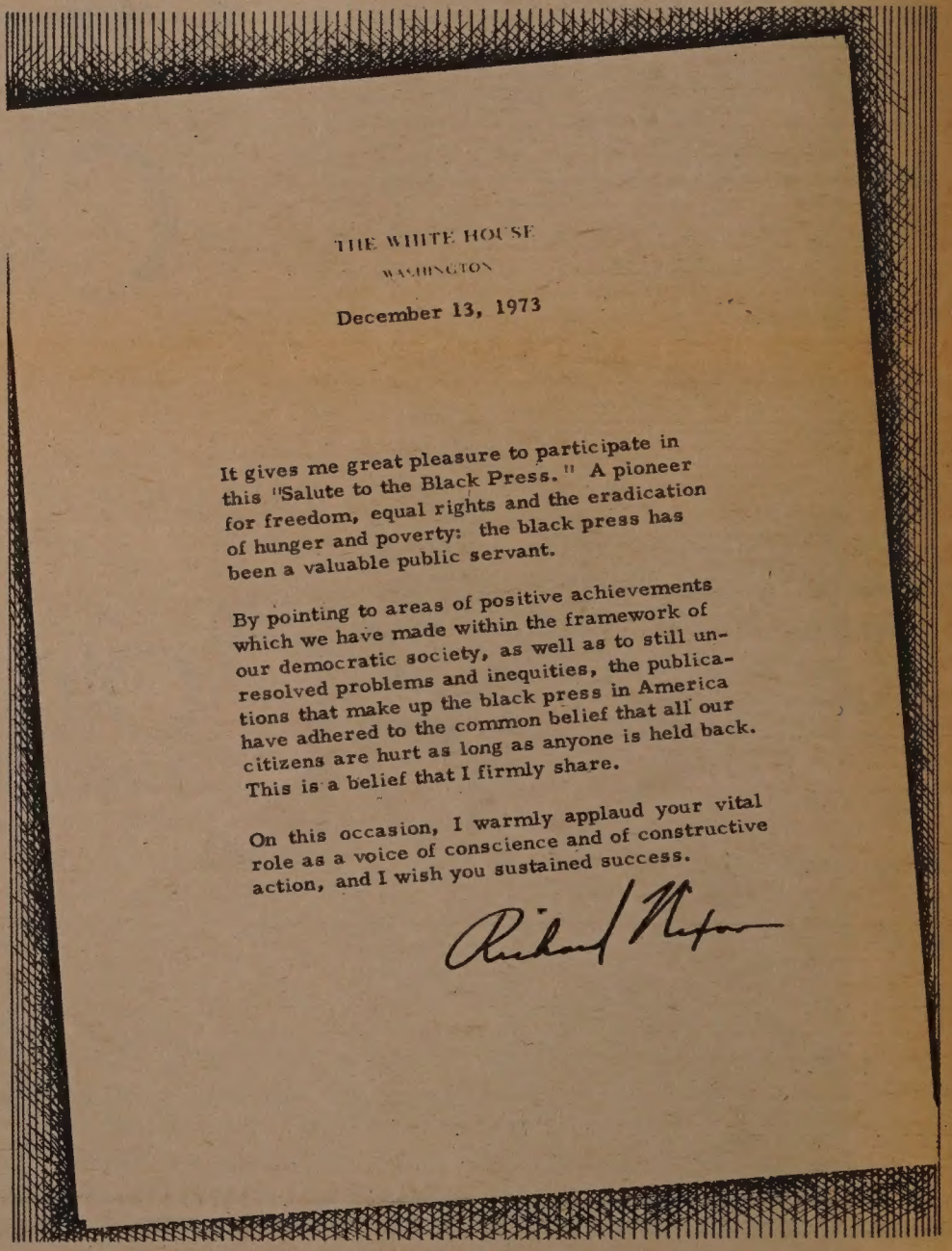
One of the nation's oldest black newspapers is the twice-a-week Philadelphia Tribune, founded in 1884 by Christopher J. Perry. Eustace Gay, managing editor of the Tribune for 40 years, now serves as chairman of the board. Mr. Gay is 81.

EUGENE N. MITCHELL, M.D.
Publisher, St. Louis Argus

Among others around the country which are making great strides in the growth and progress of the Black Press are The Dallas Weekly in Texas, The El Mundo Post on the West Coast, the Mobile Beacon in Alabama;

Denver Drum, Berkeley Poar, Oakland Post, Pasadena Post, Richmond Post, Seaside Post, San Francisco Post, in the West; Alexandria News Leader, Baton Rouge News Leader, Lafayette News Leader, Lake Charles News Leader, Monroe News Leader, Natchez News Leader, Shreveport Sun, in the Southwest;

Albany Times, Charlotte Post, West Palm Beach Photo News, Atlanta Voice, Augusta News-Review, Jackson Advocate, in the South; E. St. Louis Monitor Indiana Herald, Freedom's Journal of Canton, Ohio, Saginaw Valley Star, in the Midwest, and Seattle Facts, in the Northwest.



THE WHITE HOUSE
WASHINGTON

December 13, 1973

It gives me great pleasure to participate in this "Salute to the Black Press." A pioneer for freedom, equal rights and the eradication of hunger and poverty: the black press has been a valuable public servant.

By pointing to areas of positive achievements which we have made within the framework of our democratic society, as well as to still unresolved problems and inequities, the publications that make up the black press in America have adhered to the common belief that all our citizens are hurt as long as anyone is held back. This is a belief that I firmly share.

On this occasion, I warmly applaud your vital role as a voice of conscience and of constructive action, and I wish you sustained success.

Richard Nixon

DAWN Is Latest Spoke In AFRO's Wheel Of Progress

BALTIMORE — Tops among the numerous highlights of the AFRO-AMERICAN Newspaper chain, now in its eighty-second year of publishing, has been the introduction of the full-color magazine supplement — DAWN — that has spawned unprecedented cooperation on a joint publishing venture by members of the Black Press.

The 13-edition AFRO chain was joined by 38 other black newspapers, representing a paid circulation of more than 600,000, to assure national advertisers of a readership of some 2 to 2½ million readers.

DAWN, "A New Day For Black Americans," is produced by the AFRO and distributed simultaneously by all the cooperating newspapers. Four editions were published in 1973, and 12 issues, one monthly beginning with this edition of DAWN, are scheduled for 1974.

New Era

The coming of DAWN begins a new era not only for the AFRO-AMERICAN Newspaper chain of Baltimore, Washington, Richmond, New Jersey, Philadelphia and National, but for the 38 other publishers who showed faith in this newspaper chain's integrity, and were willing to say to the world, "Yes, we work together."

Before even talking about how we began 82 years ago, the AFRO salutes these enterpreneurs who have helped this newspaper with the AFRO Credo which says:

"I measure a newspaper not in buildings, equipment and employees — these are trimmings.

"A newspaper succeeds because its management believes in itself, in God and in the present generation. It must always ask itself—

"Whether it has kept faith with the common people;

"Whether it has no other goal except to see that their liberties are preserved and their future assured;

"Whether it is fighting to get rid of slums, to provide jobs for everybody;

"Whether it stays out of politics except to expose corruption and condemn injustice, race prejudice and the cowardice of compromise.

"The AFRO-AMERICAN must become a bi-weekly, then a tri-weekly and eventually, when advertising warrants, a daily.

"It has always had a loyal constituency who believes it honest, decent and progressive. It is that kind of newspaper now and I hope it never changes."

JOHN H. MURPHY, SR.
December 25, 1920

How It Started

Now how did it all start:

Three men, with but a single hobby, are responsible for the AFRO-AMERICAN Newspapers which in 1974 celebrates its 82nd anniversary.

Two of them were clergymen and the other a Sunday School superintendent.

The late Rev. William M. Alexander, pastor of Sharon Baptist Church, Baltimore, organized a provision store and on August 13, 1892, printed a four-page sheet, which he called the AFRO-AMERICAN, to advertise his church and community enterprises.

John H. Murphy, Sr., a white-washer by trade and superintendent of St. John African Methodist Episcopal Sunday School, wanted, above all else to unite state Sunday schools into a convention on the order of the Epworth League and Christian Endeavor.

He purchased type fonts and a press, put them in his cellar and printed his small paper which he named the SUNDAY SCHOOL HELPER

The late Rev. Dr. George E. Bragg, long pastor of St. James Episcopal Church, printed a church and community organ which he titled, THE LEDGER.

The Rev. Mr. Alexander was a better pastor than a publisher so he sold the AFRO AMERICAN. Mr. Murphy

(Continued on Page 7)

MRS. FRANCES MURPHY II
Chairman, Board of Directors
AFRO-AMERICAN

DAWN MAGAZINE
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Richmond Afro-American
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Identifies Sherman Dobson As One Of His Kidnappers
Baltimore Afro-American
Ban Triggers Controve

13 EDITIONS PLUS DAWN — The AFRO-AMERICAN chain, now in its 82nd year, publishes 13 editions weekly in addition to its new monthly supplement — DAWN. The editions include The National AFRO-AMERICAN, 628 North Eutaw St., Baltimore, Md.; The Baltimore AFRO-AMERICAN (Tuesday and Friday), same address; The Washington AFRO-AMERICAN (Tuesday and Friday), 1800 11th St., NW, Washington, D.C.; The Richmond AFRO-AMERICAN, 301 East Clay St., Richmond, Va.; The New Jersey AFRO-AMERICAN, 92 Clinton Ave., Newark, N.J.; The Philadelphia AFRO-AMERICAN, 215 South Broad St., Philadelphia, Pa.; The North Carolina, South Carolina, New England, Maryland and Virginia AFRO-AMERICANS and the DAWN Monthly supplement, with headquarters at 628 North Eutaw St., Baltimore, Md.

IN THIS GRIND-EM-OUT WORLD, IS THERE SUCH A THING AS A QUALITY CIGARETTE?

If the cigarette is Kent there is.

Kent is probably the most quality-tested cigarette made.

We try to get rid of any taste-robbing imperfections before a Kent ever sees the light of a match. (Over 200 different quality checks in the manufacturing end, alone.)

But Kent quality goes beyond that.

We go to 3 continents, 4 countries and 10 states to find the right kind of tobaccos for the milder Kent blend.

To complement this blend, we even invented our own filter, the famous Micronite filter—to smooth the flavor of Kent.

Why are we such sticklers about how Kent is made?

Because, that way we can give you the mild, smooth taste that makes Kent what it is: America's quality cigarette.

King Size or Deluxe 100's.

Micronite filter.
Mild, smooth taste.
America's quality cigarette.
Kent.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

Kings: 16 mg. "tar," 1.0 mg. nicotine; 100's: 19 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Sept. '73.

The AFRO Story

(Continued from Page 5)

borrowed $200 from his wife to buy it at auction.

Later, Dr. Bragg merged the Ledger with the AFRO which for a time was known as the AFRO-AMERICAN LEDGER, with Mr. Murphy as publisher and the Rev. Mr. Bragg as editorial writer.

Abandoning the whitewash brush, Mr. Murphy, turned all his attention for the next 25 years to printing ink and when he died in 1922 left a successful newspaper property to his sons.

Most marvelous of it all is that John H. Murphy, Sr. was past 50 years old when he took his wife's $200 and overnight became a newspaper owner.

Always Independent

Money was to be made in politics, but the AFRO was an independent paper and still is. It was the first weekly to survive without the financial assistance of politics, or the support of fraternities or churches. Its editorial page carried the slogan, "Independent in all things, neutral in nothing."

The AFRO's rise from the small time weekly, however, dates from 1917 when it threw its job printing equipment out of the window and devoted all of its energies to publishing a newspaper.

It had 8,300 circulation then, chiefly in Maryland. In 13 years, (1930), it had grown to 38,377. Since 1930, the number of copies sold has increased to over 185,000 weekly.

The AFRO regards its special territory as the Eastern Seaboard, from Maine to North Carolina, with West Virginia added.

The AFRO-AMERICAN Company publishes the Baltimore AFRO-AMERICAN, Tuesday and Friday; the Washington AFRO-AMERICAN, Tuesday and Friday; the Philadelphia AFRO-AMERICAN, the New Jersey AFRO-AMERICAN, the Richmond AFRO-AMERICAN, as well as a special edition for New England, Virginia, North Carolina and South Carolina, and The AFRO-AMERICAN (National Edition).

Printing is done in the Baltimore production plant which houses editorial, advertising, circulation and business offices, composing room, typesetting machines, Photon, PDP-8, engraving plant. Comp-Star (which enables the AFRO to produce both hot and cold type), mailing room, photographer's developing and printing rooms, and a library.

Some 200 workers of both sexes are regularly employed.

Board of Directors

Sitting on the present Board of Directors are members of the third generation of the founder's family, most of whom were trained by the second generation for the jobs they are doing today.

They include family members Mesdames Frances L. Murphy, II, Mae E. Dyson, Arnetta Murphy Lottier, Elizabeth Murphy Moss, Alice Q. Murphy, Ida Murphy Peters, Messrs. Frederick A. Howard, George Chester Lottier, Howard H. Murphy, John H. Murphy, III, and John J. Oliver, Sr., as well as Messrs. Moses J. Newson, executive editor; Kenneth O. Wilson, vice president in charge of advertising, and Raymond H. Boone, editor-manager, Richmond AFRO-AMERICAN.

Heroes of the Past

By Eloyce Brooks
(See Cover)

John Brown Russwurm was the editor of Freedom's Journal, the first black newspaper published in the United States.

Russwurm worked along with co-editor and the paper's business manager, the Rev. Samuel E. Cornish, to publish the Journal's first issue in New York on March 16, 1827. The newspaper was born out of a need to answer the attacks of an anti-black publication in New York City which ridiculed free blacks and defended slavery.

Russwurm and Cornish set out in their first issue to establish the Freedom's Journal objectives, which were: to fight for the emancipation of slaves, to secure full citizenship for free blacks and to oppose any

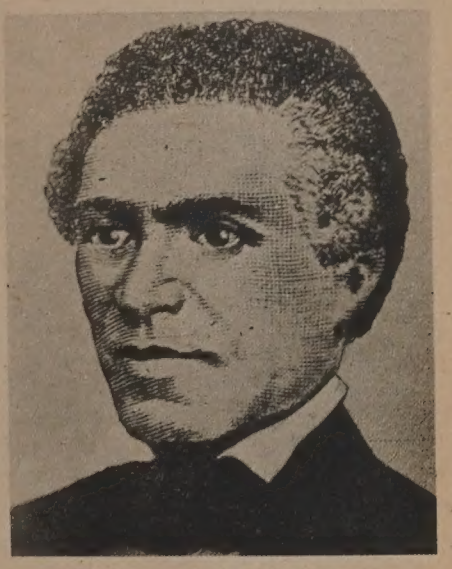
Freedom's Journal Born In 1827 To Fight Slavery

movement toward colonization — even to those blacks willing to return to Africa. The newspaper also served to inform the black community of what was going on in their society and to correct some misconceptions about black people.

Freedom's Journal published news accounts of the African Free Schools and other schools that were open to black children. They published historical facts about distinguished blacks and of living prominent blacks, notices of births, marriages and deaths and many other such items found in newspapers today.

John B. Russwurm was born October 1, 1799 in Jamaica. His father was his owner and his mother a Jamaican slave. His father sent him to Canada to attend school. Russwurm spent his college years at Bowdoin College, a school for boys in Brunswick, Maine.

He graduated with honors in 1826 and became the second black in America to receive a college degree, the first being Edward Jones of Amherst



JOHN B. RUSSWURM

College in the same year.

One year later, John B. Russwurm was assigned editor of the newly organized newspaper. He worked on the Journal until 1829 when he changed his position on colonization and was forced to resign. Cornish had resigned in 1827 to, supposedly, devote full time to the ministry.

Russwurm returned to Bowdoin College and received a master's degree and then moved to Liberia. There, he served as superintendent of schools, founded the Liberia Herald.

Standard Bearer For Its Readers

By Ruth Washington
Los Angeles Sentinel

Traditionally, since the days of "Freedom Journal" in the mid-19th Century, the Black Press has had the responsibility of being the standard bearer for the black community.

While it has not always met with approval of the general citizenry, the Black Press has had the awesome chance of spelling out inequities and basic inadequacies within the community.

The role of the Black Press is often tinged with ambivalence. Because of the necessary trade practices, many publishers have found themselves in a precarious position.

Despite the criticism on the part of the community people, the black papers are still read religiously. Because of this, we have a monumental task ahead of us. We must continue to deal with problems in this community. Each time we find a situation that should be corrected, we must bring that situation to the attention of the people who are affected most.

In short, the black newspaper must continue to be the catalyst for the solution of problems in this community.

You've come a long way, baby.

VIRGINIA SLIMS.

With rich Virginia flavor women like.
Menthol or regular.

Fashions: Vogue Patterns

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

17 mg."tar," 1.2 mg. nicotine av. per cigarette, FTC Report Sept.'73

Shirley Nelson of IBM is working to make more people aware of how serious sickle cell anemia can be.

Her friends are helping. And so is IBM.

Shirley Nelson is with IBM at Huntsville, Ala., working on a U.S. space project.

In her spare time she helps fight sickle cell anemia.

She and her friends give talks about the disease and urge people to go for tests.

But the special kits for these tests cost money. So Shirley asked IBM for help.

And we gave it, from the IBM Fund For Community Service. It helps IBM employees aid their communities by providing funds for community projects.

The sickle cell anemia campaign in Huntsville has been a great success.

Thanks to people like Shirley. And local medical people who gave their time.

We're proud that so many of our employees want to help their communities.

The IBM Fund For Community Service is one way we help them do it.

IBM

A Look At The 70's and Beyond

By William O. Walker
Publisher, Cleveland Call-Post

The mandate of the Black Press to blaze trails and advocate the cause of black people, has never been greater than it is today.

The tools of battle were never in better prepared hands. The minds of men were never more open to the truth. The responsibility of the newspaper to stimulate, advocate and motivate, is one we cannot be indifferent to or overlook.

Those who would bury the Black Press in the graveyard of integration and the obsolescence of dogmas, overlook the fact that the black man is no taller in America than he can reach in Mississippi.

Our freedom must not be measured in Ohio, but in South Carolina. The level of justice is not what it is in Illinois, but what the gage shows in Georgia. Our education must be evaluated by Alabama standards and not those in Pennsylvania.

'Must Be Informed'

This is the heart of the editorial battle the Black Press must wage in the seventies.

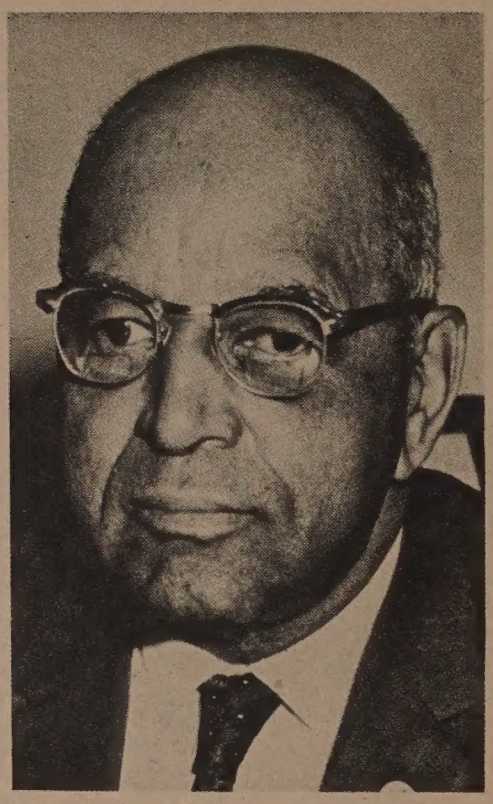
It has been well said that; "The people cannot judge wisely without being informed ... and misinformation is the public's worst enemy."

The Black Press is the cutting edge of the civil rights movement.

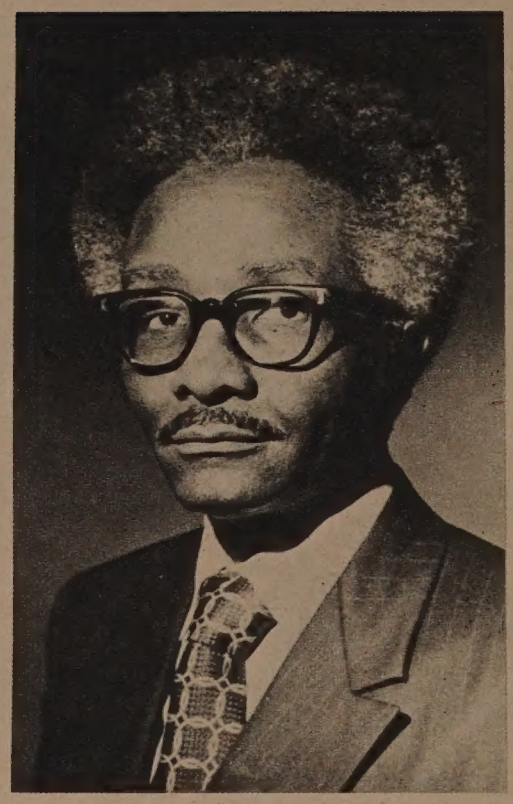
In this role, we must perform; the responsibility we must assume, and the leadership we must give.

John B. Russwurm, in his first editorial in Freedom's Journal said: "We wish to plead our cause. Too long have others spoken for us."

In setting the tone for all the black newspapers to follow, Russwurm said; "The civil rights of a people being of the greatest value, it shall ever be our duty to vindicate our brethren when oppressed, and



W. O. WALKER
Publisher, Cleveland Call-Post Newspaper



HOWARD S. WOODS
Editor-Publisher; St. Louis Metro Sentinel

to lay the case before the public."

Discouraging as it often seems, the black editor must meet the challenge of the future with courage, conviction and determination.

Publishing a successful black newspaper is no easy task. High cost of printing, shortage of good editorial talent, and the difficulty of securing substantial advertisers, tempers idealism with practicalities.

Independence Vital

The decline in the number of black papers printed in their own plants is alarming.

This not only takes away some of our independence, and flexibility, but denudes us of skilled craftsmen and outlets for apprentices in the printing trade.

The Black Press remains today the best training ground for writers. While many of our schools are belatedly establishing courses in journalism, the hard, practical experience on the beat and at the typewriter must still be gotten in the newspaper office.

Traditionally, black newspapers have developed this talent. Integration and fair employment has developed a need for instant experienced journeymen. The white news media, government and others, have tapped our staffs and shops for these instant workers.

This has put a tremendous burden on the Black Press to maintain high quality, competence and adequate staff to man our newsrooms and shops.

'Future Is Bright'

In the seventies, we must solve these problems if we are to survive and have profitable operations. It is evidently unfair for the white media to profit from our training programs and for us not to be by some means, compensated for our efforts and investment in training.

In the seventies, the Black Press must again answer the prophets of doom and those who can't see any future for black newspapers. No racial group of people anywhere in the world since the development of newspapers, have attained their freedom or improved their status without the aid of their own fighting press.

Thus, as we look to the seventies and beyond, the future is bright and promising. Freedom for minorities and subjugated people always comes high. If the black man thinks he can purchase his freedom from segregation and poverty in America at a bargain, cut-rate price, he is going to be sadly mistaken.

The Black Press wants and will lead the way to freedom, but we can only do this if we have followers and are backed up by the unity, support and cooperation of all black people.

Sentinel Crusades Against Crime

The St. Louis Sentinel came into being in March 1968 at a time when metropolitan dailies were folding their doors unable to stand the economic problems of the publishing world.

Born into a city with a viable black population, the Sentinel soon found its niche and moved at once into a status of respect and strength. It was conceived by Howard B. Woods, its present editor and publisher, who had spent a lifetime with the Black Press throughout the country.

The success of the Sentinel and its progressive viewpoint enabled it to produce the Metro Sentinel for Tuesday publication in 1971 while the regular Sentinel maintained its Thursday publication date. Together, the Sentinels supply its St. Louis metropolitan readership with a total circulation in excess of 60,000.

Much of the success of the newspapers has been its civic consciousness. Significantly, the first issue was published on the 50th anniversary of the Urban League of St. Louis. It was distributed at the League's annual dinner and that association has continued through the years.

The Sentinel publisher is now president of the League's board of directors. The newspaper annually sponsors a "Block is Beautiful" contest among the 600-plus organized Federation of Black Units.

CRUSADE ON CRIME

The Sentinels were the first black newspapers in the metropolitan St. Louis area to launch a concerted and sustained battle on crime. With ringing editorials and news stories, the Sentinel pointed out that black people were the greater victims of crime and were vitally concerned about law, order and justice.

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BLACK PRESS--Protest

STANLEY S. SCOTT

THE WHITE HOUSE
WASHINGTON

I welcome this opportunity to pay tribute to the Black Press.

For many years, I witnessed firsthand the vital role played by the Black Press in our struggle for survival, and in our determination to succeed. The Black Press must press on in the pursuit of equality, justice, understanding, and full participation until the hopes for America are realized by all people.

I know that Americans from all walks of life will proudly join me in a well deserved "Salute to the Black Press."

STANLEY S. SCOTT
Special Assistant
to the President

Did You Know?

*That the New York Amsterdam News has the highest ABC audited circulation of any single edition black paper.

*That four black dailies exist: the Chicago Daily Defender, the New York Challenger, the Columbus (Ga.) Times and the Atlanta Daily World.

*That the Afro-American Newspaper chain publishes 13 editions or an average of nearly two papers daily.

*That the Norfolk Journal and Guide was originally a fraternal organ of the Knights of Gideon.

*That more than 1,400 black papers were started between 1900 and 1950.

By Sherman Briscoe
Director, NNPA

The voice of one of the longest protests in history is the Black Press of America which celebrates its 146th anniversary in March.

But it has been more than an effective voice of protest that has played a major role in every era of resistance overcome; it has also stimulated attainments in education and self-improvement to help keep black people abreast of opportunities as they have been achieved.

It was in March of 1827 — more than 200 years after slavery had been established in America — that John B. Russwurm and the Rev. Samuel E. Cornish launched Freedom's Journal, the first black newspaper in the United States and the first black voice raised in newsprint against bondage.

The Journal not only spoke out against slavery in the South and ill treatment of freed blacks in the North, but it also emphasized education, self-improvement, industry and thrift on the part of freedmen.

Within a little over a year, Russwurm, an 1826 graduate of Bowdoin College, became discouraged, left the paper and joined the American Colonization Society.

Changes Name

The Reverend Mr. Cornish, founder of the first black Presbyterian Church in America, continued briefly with the journal, changing its name to "The Rights Of All."

Between the death of the Journal and the death of slavery, 23 other black newspapers were to raise their mastheads in protest of that institution, of the denial of full enfranchisement of freed blacks, and of oppression of them. Equally, they promoted the Underground Railroad and other abolitionist efforts, while constantly encouraging self-improvement, self-definition, industry and thrift.

Among the most outstanding of these mostly short-lived papers were: Fred Douglass' North Star, Willis Hodges' Ram's Horn, William Welles Brown's Rising Sun, Phillip Bell and Charles Ray's Colored American, Dr. Martin Delaney's Mystery and the AME Church's Christian Advocate which is still going after 124 years.

Credo of The Black Press

The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Black Press strives to help every man in the firm belief that all are hurt as long as anyone is held back.

With slavery dead in 1865, black leaders believed there was no urgency to continue black newspapers. Only about 10 such papers were established between the end of the Civil War and the Hayes-Tilden deal which led to the withdrawal of troops from the South in 1877 and the rolling back of the clock whose hands were to stand still in racial progress for more than half a century.

Between 1877 and 1900, about 150 black newspapers came into being to protest mob violence, lynchings, the total abrogation of the 14th and 15th amendments and only half observance of the 13th.

Still Going Strong

The leading black papers of this dark period were: The Washington Bee, established in 1879 by Attorney William Calvin Chase; the Cleveland Gazette, launched in 1883 by Harry C. Smith; the Philadelphia Tribune, founded by Chris J. Perry, a successful realtor, in 1884. This 88-year-old paper, now under the leadership of the able Eustace Gay, is one of five that still survive from the 19th century.

Other outstanding papers of the era were: Timothy Thomas Fortune's New York Age, John Mitchell's Richmond Planet, Sol Johnson's Savannah Tribune, Phillip Bell and W. J. Powell's San Francisco Elevator, Nick Chiles' Topeka Plaindealer, John Murphy's AFRO-AMERICAN which, along with the Indianapolis Recorder, the New Iowa Bystander and the Houston Informer and Texas Freeman, are the other four that are still going strong.

Harvard educated William Monroe Trotter practically opened the 20th century with his Boston Guardian. Much like the Rev. T. J. Smith's Pittsburgh Broad-Axe, it let the chips fall where they may.

The Guardian was soon followed by Robert Sengstacke Abbott's Chicago Defender in 1905, P. B. Young's Norfolk Journal and Guide, James Anderson's Amsterdam News, Robert L. Vann's Pittsburgh Courier, Roscoe Dungee's Oklahoma Black Dispatch and Joseph and William Mitchell's St. Louis Argus.

With the departure of George White of North Carolina from the Congress in 1901, the long night of disfranchisement, nurtured by the Ku Klux Klan and grandfather clauses in state constitutions, set in for 27 years.

Go North

But Robert Abbott, unlike Boston-reared Trotter, was born and reared in Savannah, Ga. and educated at Hampton Institute of Virginia. He knew that no amount of cursing and protesting and demanding alone would improve the plight of black people as long as they remained in the South. The answer, as he saw it, was to get as many black people as possible out of the South. And he launched his campaign to bring them North.

By the time his campaign got well underway, World War I had begun and there arose a demand in the North for black workers to help man the steel mills, stockyards and other industries. During and following

(Continued on Page 13)

and Progress

(Continued from Page 12)

the war, Abbott's Chicago Defender carried red headlines week after week, reading: "Negroes are Coming North by the Thousands."

Largely, it has been the voting leverage of blacks in the North that has made the difference in civil rights advance. And Abbott and his Defender are rated the most significant black journalistic achievement of the first half of the 20th century.

His paper — now directed by one of his nephews, John H. Sengstacke, has become one of four black dailies in continental U.S. The other three are the Atlanta Daily World, founded by W. A. Scott in 1932, the New York Challenger, launched in March by Thomas H. Watkins Jr. of the New York Recorder and the Columbus Times of Columbus, Ga., two years old, Mrs. Ophelin DeVore Mitchell, publisher.

In addition to the Defender, Sengstacke owns the New Pittsburgh Courier, The Michigan Chronicle and the Memphis Tri-State Defender.

John Murphy's Baltimore AFRO-AMERICAN was expanded into a chain by his sons, Carl and Arnett and other members of the family. The chain includes AFRO-AMERICAN in Newark, Philadelphia, Richmond and Washington which absorbed the old Washington Tribune.

Bought By Syndicate

James Anderson's Amsterdam News, named for the street he lived on, was taken over by Drs. C. B. Powell and Philip Savory in 1936. Last year it was purchased for more than $2 million by Attorney Clarence B. Jones and the Amsterdam News Syndicate.

These and other papers joined the Defender in its migration drive. In their deal, their editors made negative reporting a fetish, seldom seeing anything good about the South or about the black people who lived there. Much of this attitude slopped over into the North where it still exists.

While negative reporting fired the migration movement and the protest against segregation and mob-violence, it may have had the harmful influence of retarding greater efforts in education, self-improvement, industry and thrift.

Black protest was also fired by Woodrow Wilson's false promise of entering World War I "to make the world safe for democracy." At first blacks believed the slogan, but soon discovered that it was merely a slogan. Angered by the deception, black editors pressed hard for the rights of their people and took every opportunity to expose the failings of democracy.

So vocal was the Black Press in its protests and demands, that the War Department summoned 31 of the loudest voices to Washington to face complaints and criticism. But the editors brought complaints of their own — anti-black mob-violence, ill-treatment of black troops, segregation here at home and disfranchisement. Their complaints went unanswered by the War Department and the Department of Justice, and they returned to their typewriters and continued their criticism and protest as before. A. Philip Randolph's Messenger was one of the most outspoken.

Also the 1940s saw the coming of age of the National Newspaper Publishers Association (NNPA) which was organized in 1940 with 11 members at a meeting in Chicago called by John Sengstacke.

NNPA Member Newspapers
(A Partial List)

Shapes New Political Phenomena

By L. W. Quinn

As we move more deeply into a new phase of the long, tortuous struggle for full freedom, dignity and equality — or, in the classic phrase, liberty, equality, fraternity — for black Americans, the role and responsibility of the Black Press become increasingly important and essential.

As I see it, the decade of the Seventies is the beginning of a new period to be characterized by the assertion of political power by blacks. Those of us who are most optimistic regard this as the historic though belated start of a second Reconstruction. For others, what is now happening in my own city of Detroit and others where black mayors have been elected — and more

'Sticks To Its Guns When It Knows It Is Right'

dramatically, throughout the South — this progress, though heartening, is pitifully meager compared to the white body politic.

Regardless of the school of thought to which you subscribe, there is a fact of history that is neither debatable nor deniable — and that is the powerful constructive force that the Black Press and its editors and publishers, as community leaders, have wielded in this new political black phenomenon.

In spite of the massive outpouring of news through white-oriented media, black citizens throughout this country still depend heavily on the Black Press for "the truth of the matter," for the "black perspective," for the "inside story." That is where they know the writer, and editors can be counted on to "tell it like it is."

Over the years, in spite of economic and political pressures and, in some instances, threats, the Black Press has held firmly true to its charge of reflecting the needs, interests and demands of an oppressed people determined to

LONGWORTH W. QUINN
Publisher, Michigan Chronicle

make the U.S. Constitution a living reality.

There are many lessons of Watergate. It has emphasized to all Americans the pervasive influence of political propagandists and how these forces can manipulate the news media. Crusading journalists whom the entrenched interests tried to dismiss as cranks have emerged smelling like roses.

This strongly indicated the increasing responsibility of the Black Press to its constituency and the urgent necessity of becoming more vigilant, to make sure that political opportunists and propagandists of whatever stripe or motives are not allowed to exploit the hopes and aspirations of black people. The Black Press must "stick by its guns" when it knows it is right.

It also seems to me that the Black Press should and must become stronger, more aggressive, and effective in expanding our role as we move into this new phase in the quest for black economic and political parity. Our goals must not be narrow but should be oriented toward the whole texture and fabric of American life.

The challenges facing us will continue to multiply, but I am confident that, if the black leaders in the print and other media will pull and work together, we shall overcome.

'A Miracle'

By James S. Tinney

"The Black Press is a miracle."

This is how one of the foremost white journalism experts, a professor at Syracuse University in New York, describes the black news industry.

Outside of the church itself, the Black Press is the oldest and the largest institution of blacks in America. And the fact that it has been able to not only survive, but to flourish, and to influence the masses is what earns for it the term "miraculous," says Roland E. Wolseley.

Wolseley, a veteran professor of journalism, the author of more than 19 books — most on journalism, makes these assessments in a new book entitled "The Black Press U.S.A.," published by Iowa State University Press.

Robert E. Johnson, executive editor of Jet magazine, calls this book "a redeeming document of black men and black media struggling to overcome chaos and establish community in a racist society against incredible odds."

We are reminded that until recently blacks could not obtain employment working with white publications, regardless of the position. There were for scores and scores of years no black reporters, editors or craftsmen working for any white newspaper or magazine.

Since many times the route of apprenticeship on white papers, or the lengthy promotion system whereby one graduated from one relatively unimportant press task to a more important one, was based on experience, blacks were thus effectively locked-out of such positions.

Even today only 4.1 per cent of all media workers are black, although opportunities are expanding. But even this poses a problem to the black press.

For where do white papers get their experienced journalists? Often they get them by raiding the black press industry.

Trials Recounted

In this book are recounted other examples of the trials with which black publications have been afflicted.

Ku Klux Klan raids on newspaper offices, laws forbidding the printing of circulation of black periodicals less than 50 years ago (northern black papers were, more often than not, confiscated and destroyed at Southern terminals) and other tactics.

Less than a year ago a black newspaper in Wilmington, N.C. had its offices bombed, as was the office of the New Jersey Voice less than two years before that.

And in 1969, Charles Cade, publisher of the Jackson, Mich. Blazer, was murdered in his home and racist slogans scribbled in blood on two walls. (Whites who deplore black violence forget that all this started with them).

During World War I, the federal government charged black papers with sedition for opposing discrimination. And in World War II, Washington officials tried to quiet the editorials of both the California Eagle and the Pittsburgh Courier.

The Chicago Defender, one of four black dailies, has also been the target of raids on newsstands in the South. Papers have also been seized at train and bus depots.

"Greatest Influence"

Yet through it all, the Black Press has maintained a never-ceasing voice of protest for freedom and human rights. A poll shows that 97 per cent of all blacks call the Black Press "the greatest influence in securing for the Negro first-class citizenship.

Wolseley's book, by the way, devotes more space to the AFRO-AMERICAN paper than to any other, except the Defender. He calls it "one of the oldest and most powerful black journalistic institutions in the U.S."

He also reminds that "the highest circulations are among those that take the strongest stands."

Black Press Lighting Road To Freedom

By Carlton B. Goodlet
President, NNPA

It is time for us to take a new look at Black America, the people served by the Black Press and the changing circumstances which challenge the viability and very existence of the Black Press.

We are a nation whose population is roughly 25 million, the second most numerous aggregation of black people within the confines of a nation on the face of the earth — second only to Nigeria with its population of 61 million. Only two of Africa's 52 nations are more populous than Black America: Nigeria and Egypt.

There are 152 nations in the world whose populations are smaller than Black America's. Closer to home, of the 36 nations of both North and South America only three are bigger than Black America: White USA (184,000,000), Brazil (91,000,000) and Mexico (45,000,000).

Highly Developed

In terms of education we are the most highly developed of any nation of black people on earth, with approximately 7,500 physicians, 2,700 dentists, 4,000 attorneys, thousands of academicians and tens of thousands of public school teachers; and our black youth in institutions of higher learning number 467,000—200,000 more than British students in Great Britain with its population of 55,000,000.

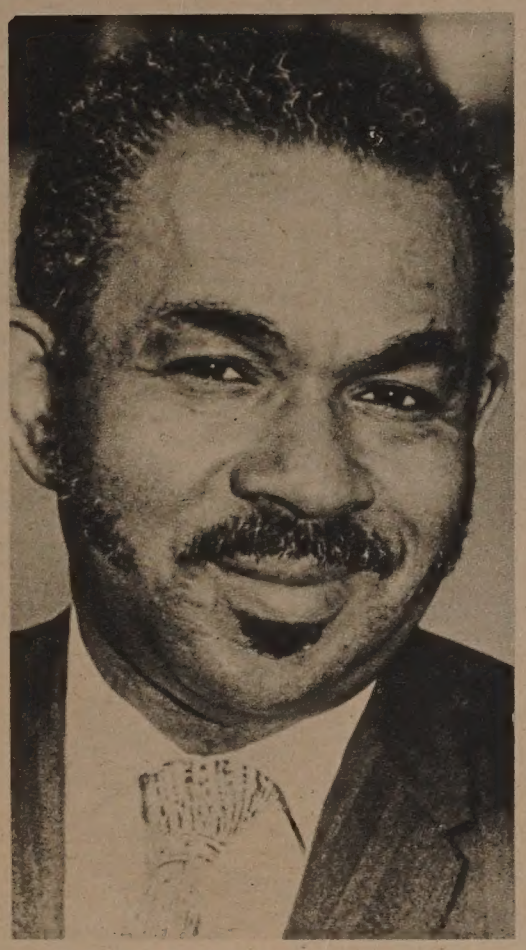
In terms of economics, we are a people with an income 9th largest in the capitalist world. Dr. Andrew Brimmer, commissioner of the Federal Reserve Board, states that in 1972 Black Americans earned $51 billion and, moreover, spent $45 billion. Despite the economic disparity between the White and Black Nations — USA which places Black Americans in a disadvantaged position at home, when viewed internationally among 77 nations of the capitalist world Black America's income for 1972 was topped by only eight other nations, in the following order: United States of America, Japan, the Federal German Republic, France, the United Kingdom, Italy, Canada and Indian.

India, with a population 22 times that of Black America, had a Gross National Product of $52,920,000,000, only $1.92 billion greater than the 1972 income of Black America. The Black share of the One Trillion One Hundred Twenty Billion Dollar U.S. Gross National Product was approximately 4.5 per cent, or a short-change of approximately 7.5 per cent. If Black Americans could gain equity and parity in the job market, it has been estimated that our income would increase between $35 and $55 billion a year. Moreover, every dollar placed in the marketplace adds $3 to the GNP. The black man in America, free of economic discrimination, would be able to enhance the Gross National Product from $105-$165 billion per year. (What a tremendous price the USA pays for racism!)

Challenges Awesome

The awesome circumstances challenging the Black Press are perhaps most glaringly illustrated by the new sociological statistics, as Black America progressively becomes an urbanized nation. Twenty five U.S. cities now have black populations in excess of 1,000,000, 16 metropolitan areas have black populations exceeding 250,000. It is estimated that by 1980, 12 or 14 of America's 20 largest cities will elect black mayors.

For the totality of his American experience, the black man has been caught up in the semantics of "individual freedom" as opposed to "freedom for the black masses." Our unquestioning acceptance of the myth of individual vs. mass freedom has permitted the white majority to deal with the black people as "the 10th American," when in truth our strength lies in the collective concept that we are 11 per cent



DR. CARLTON B. GOODLET
President, NNPA

of America, a force of 25 million.

The Black Press

For 110 years since the Emancipation Proclamation the Black Press has been a marginal business. It was not until the mid 1920's that black newspapers began to receive advertising — the life's blood of newspapers in a capitalist society—from the white business community. Prior to this, the great black newspapers existed entirely on circulation revenue. For the past 50 years white business has given the Black Press a token amount of advertising, reflecting how little it comprehends of the emerging economic viability as well as the size of the Black Nation-USA.

The 20-billion-a-year advertising industry is one of the cornerstones of our society. In 1971, the 100 largest advertising agencies (white) placed $1,900,000,000 worth of national newspaper advertising.

Amalgamated Publishers, Inc., the only established national black newspaper advertising representative, received less than $2.5 million worth of gross business, or less than 0.14 per cent of available national advertising. Remember that a 2 per cent expenditure for advertising based upon $45 billion spent by black people in 1972 should have yielded hundreds of millions of dollars in advertising for the Black Press (USA).

Advertising Is Important

Without advertising, the Black Nation cannot sustain even its present fare of publishing once a week.

The Black Press-USA is estimated at 200 to 250 publications, of which 90-95 are members of NNPA. More than 90 per cent of all black newspapers are published only once a week. Three or four are published twice a week. The Atlanta Daily World and the Chicago Daily Defender are the two nationally recognized daily black newspapers.

The Black Press must now demand equity in advertising. The policy of the advertising industry has not been one of reciprocal response to the needs of the black community, by more equitably distributing the advertising dollar—especially in dealing with the 9th wealthiest nation in the capitalist world, which has an annual income two to three times the present amount of U.S. foreign trade.

Must Crack Barrier

The advertising industry must be charged with special task of instructing its clients in the wisdom of allocating a fair share of sustained advertising to the black community newspaper. Such constructive efforts by the advertising agencies, prodded by black entrepreneurship, would reflect the advertising industry's awareness of U.S. business' responsibility to the black community, which contributes from 10 per cent to 25 per cent toward the gross income of such businesses as food, clothing, automobiles, alcoholic spirits, entertainment et al, and yet cannot maintain a viable community press because of their disproportionate share of advertising budgets.

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18 mg. "tar," 1.3 mg. nicotine, av. per cigarette, FTC Report, Sept. '73.